



### Best Practice Summary Surabaya, Indonesia

<b>Country:</b>	Indonesia
<b>Local Government:</b>	Cimahi City
<b>Type:</b>	Municipality
<b>Best Practice Title:</b>	Creative Industries for Economic Success
<b>Aspect of Governance:</b>	Thematic Area 4: Fiscal Management and Investment Planning
<b>Contact person:</b>	<b>At APEKSI:</b> <b>Teguh Ardhiwiratno</b> Address: Century Tower Lt. 10 R. 1006, Jl. H.R. Rasuna Said Kav. X- 2, No. 4, Jakarta 12950 Tel.: 021-5226773 Fax: 021-5226775 Hp.: 0818131433 Email: <a href="mailto:teguh@apeksi.or.id">teguh@apeksi.or.id</a>  <a href="mailto:Teguh_ardhiw@yahoo.com">Teguh_ardhiw@yahoo.com</a>
<b>Start Date:</b>	2005
<b>Website:</b>	<a href="http://www.cimahikota.go.id/">http://www.cimahikota.go.id/</a> (Indonesian only)

## **Description:**

### **Background/Pre-project situation**

Cimahi is located in the Bandung Metropolitan Area on the island of Java. The city is a major textile producer and exporter and has a tradition as a military city, still hosting several military education facilities.

Without any natural resources, Cimahi was dominated by the textile industries for decades, but recently economic activity has slowed down, unemployment increased and the city government was looking at ways to move the city on from the manufacturing to the service sector. The city was looking for a new economic model that was less polluting, able to absorb a large proportion of the workforce and requiring only a small budget

The city government, encouraged by the mayor at the time, Dr Itoch Tohija, decided to focus on the development of IT human resources, animation and film. There were some encouraging conditions already in place to help the set-up, for example three vocational high schools that were concentrating on technology and creative industries, such as IT, broadcasting, animation, technology, engineering and fashion. Nearby are several universities/research centres that would support burgeoning creative industries. Cimahi is also easily accessible from Jakarta and Bandung with good transport access.

A policy for the development of a creative sector with industry-cluster-basis of the Local Economic Development (PEL) concept was drawn up, focusing on

- Food and Beverage Industry Cluster
- Handy craft Industry Cluster
- Textile Product and Textile Industry (TPT) Cluster
- Telematics Industry Cluster

### **Objectives**

The *overall objective* was to develop three creative industry clusters as well as the telematics industry to support these three industry clusters.

#### *Specific objectives:*

- To develop through a bottom-up approach three industries:
  - Food and beverage
  - Textiles and textile products
  - Handicrafts
- To develop through a top-down approach the telematics industry to support the three selected industries

### **Strategy**

- Establishing the legal framework for a Creative Industries Development Team in 2009. This team was responsible for coordinating and reviewing the activities related to the development of creative industries.
- Research by Cimahi City Government to investigate which creative

industries should be developed, resulting in a focus on film and animation.

- Focus group discussions to stimulate the forming of associations of creative economic entrepreneurs, leading to the Cimahi Creative Association (CCA) which is meant to function as an umbrella organisation for communities and take on responsibility for human resources development.
- Integrating activities to develop the creative industry into the planning documents for the city and province. Together with the Research and Development Technology Agency, the city drew up a local strategy document for 2011-2015.
- Setting up an Office of Integrated Permit Service to facilitate the issuing of business licences with one stop services, HR training for the creative industries and providing other facilities and infrastructure.

### **Results**

- The local agency for creative development is set up and is implementing activities.
- The umbrella organization for the creative industry community, CCA, is growing fast. It is attracting visitors from other creative communities and offering apprenticeships for SMKs and universities from all over Indonesia, as well as carrying out research.
- The CCA is cooperating well with government as well as private and educational institutions.
- CIMAH I received a number of awards, including six innovations awards from the Ministry of Research and Technology in 2011, the Technopreneurship Award and the Green Innovation Award.

### **Main Activities**

The activities included:

- The promotion of the district's investment into creative industries at exhibitions to raise awareness of the city's potential;
- Increasing investment by the city into creative industries through support of IC training schemes and young entrepreneurs;
- Providing facilities and training for creative entrepreneurs;
- Conducting a 'creative industries festival' to attract both investors and creative talent;
- Conducting an 'investment exhibition';
- Conducting animation and movie production trainings;
- Large-scale training on various aspects of IT use;
- Entrepreneurship training.

### **Lessons Learnt**

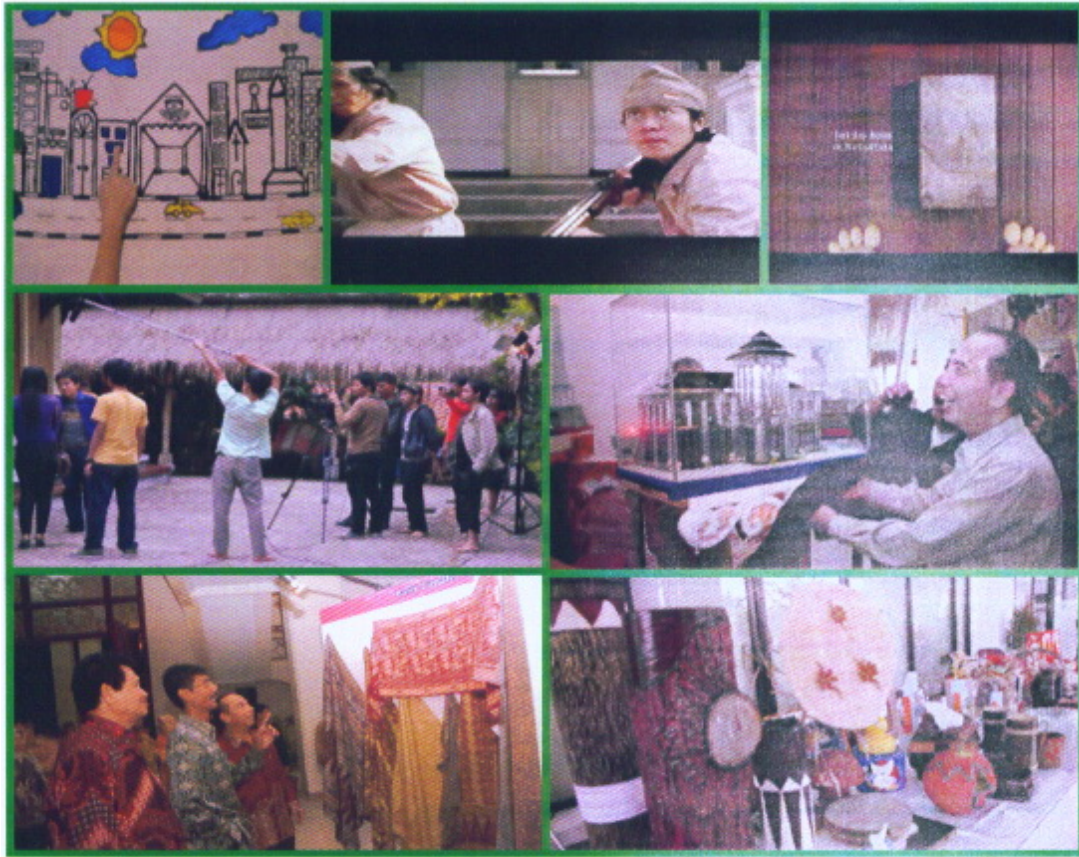
- Through working together with all stakeholders and encouraging creative human resources, Cimahi overcame the obstacles of having limited natural resources and space and developed creative industries as a substantial sector and source of income for the city.
- Careful monitoring of the CCA was necessary to ensure that the governing processes remained transparent and accountable.
- Encouraging creative industries requires a large initial investment (capital) and – since setting up new industries is a long-term process – the commitment from the government as well as financing institutions needs to be high.

### **Sustainability**

- The CCA is by now supporting various IT communities with sub-activities, such as software application and web design, open sources community, mobile content and games, and robotics.
- More recently the CCA has been repositioning itself as a business incubation institution for entrepreneurs in creative industries, particularly IT and animation.
- The support for creative industries has been institutionalized through the establishment of a Joint Forum on Local Economics Development and a strategic plan until 2017.

### **Transferability**

- The idea can be transferred to other regions with similar conditions that realize the potential of their population and which have a serious commitment to improving the economic growth in their city/area
- Pre-conditions are a strong commitment and leadership from the city government to economic growth through creative industries.



Picture 6. Achievements of Cimahi City in Creative Industry

